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ANALIZA RETORYKI POLITYCZNEJ DONALDA TRUMPA I JOE BIDENA NA PODSTAWIE ICH PRZEMÓWIEN NA ZGROMADZENIU OGÓLNYM ONZ

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Adnotacja. Niniejszy artykuł analizuje przemówienia Donalda Trumpa i Joe Bidena na Zgromadzeniu Ogólnym ONZ. Podczas przemówienia wyrażono główne problemy świata, sposoby ich rozwiązania i możliwe wyzwania przyszłości. Ten rodzaj przemówienia ma charakter rytualny i ma pewne zasady, których mówca powinien przestrzegać. Jednocześnie mówca wykorzystuje szeroki arsenał środków stylistycznych i technik komunikacji z publicznością i za ich pomocą wpływa na nią. Mówca musi stworzyć odpowiedni obraz dla lepszego kontaktu z publicznością. Występuje również konieczność uważać, aby nie popełnić błędów podczas występu. Na podstawie naszych badań podajemy przykłady różnych technik oratorskich, w tym błędów oratorskich, które w pewnym stopniu wpływają na treść przemówienia.

Słowa kluczowe: retoryka, osobowość językowa, dyskurs, mit polityczny, stereotyp, cechy komunikacyjne mówcy.

ANALYSIS OF THE POLITICAL RHETORIC OF TRUMP AND BIDEN ON THE BASIS OF THEIR SPEECHES BY THE UN GENERAL ASSEMBLY

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Abstract. This article analyzes the speeches of Donald Trump and Joe Biden at the UN General Assembly. During the speech, the main problems of the world, ways of solving them and possible challenges of the future were announced. This type of speech is of a ritual nature and has certain rules that the speaker must adhere to. At the same time, the speaker uses a wide arsenal of stylistic means and methods of communicating with the audience and, with their help, influences it. The speaker must create his correct image for better contact with the audience. Also, the presenter needs to be careful not to make mistakes when speaking. Based on our research, we give examples of various oratorical techniques, including oratorical mistakes, which to a certain extent affect the content of the report.

Key words: rhetoric, linguistic personality, discourse, political myth, stereotype, communicative qualities of the speaker.

АНАЛІЗ ПОЛІТИЧНОЇ РИТОРИКИ ДОНАЛЬДА ТРАМПА ТА ДЖО БАЙДЕНА НА ОСНОВІ ЇХ ВИСТУПІВ НА ГЕНЕРАЛЬНІЙ АСАМБЛЕЇ ООН

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Анотація. У статті аналізуються виступи Дональда Трампа й Джо Байдена на Генасамблеї ООН. У ході виступу були озвучені основні проблеми світу, шляхи їх розв'язання та можливі виклики майбутнього. Цей вид виступу має ритуальний характер і певні правила, яких повинен дотримуватися мовець. Водночас оратор використовує широкий арсенал стилістичних засобів і прийомів спілкування з аудиторією та за їх допомогою впливає на неї. Спікер повинен створити свій правильний образ для кращого контакту з аудиторією. Також тому, хто виступає, необхідно бути обережним, щоб не помилитися під час виступу. На основі нашого дослідження ми наводимо приклади різних ораторських прийомів, у тому числі ораторських помилок, які певною мірою впливають на зміст доповіді.

Ключові слова: риторика, мовна особистість, дискурс, політичний міф, стереотип, комунікативні якості оратора.

Introduction. The success of any leader and, above all, a politician depends on his public speaking skills. It is with the help of the word that politicians communicate their political positions and principles to voters. The word is the main weapon of politics.

The communicative qualities of the speaker will be fully manifested in how he builds his speech and how he adheres to all the necessary norms.

Nowadays, such sciences as sociology, psychology, political science and others study the problem of political discourse. According to EI Sheigal “Discourse – speech transformations of any kind related to politics” (Sheigal, 2000: 23). Speeches by politicians at the UN are a good opportunity to explore this issue.

The purpose of our study is to analyze the speeches of Donald Trump and Joe Biden at the UN in order to identify the use of common and different stylistic techniques to influence the audience. We investigate through what problematic issues for the world they express it and how much attention is paid to them.

Purpose: analyze the stylistic means and techniques used by the speakers in their speech.

Objective: analyze the existing stylistic means and techniques for their further application in the analysis of the speeches of Donald Trump and Joe Biden.

Materials: in our research we used samples of written and video material.

Methods: to select the material we need, we used the method of continuous sampling.

Main part. Speech at the UN will be a protocol and aesthetic type of public speech. Such a speech involves a special common ritual, etiquette and protocol: limited time, a specific place of speech and others.

During the construction of the speech, the speaker must clearly structure his speech in order for it to be correct, expressive, accurate, clear and foolish. According to Frolova, the choice of nomination plays a big role in the speech. “The choice of nominations is a means of characterizing the addressee and allows us to judge the overall assessment of the non-linguistic situation and its participants. The discursive level, in particular, the construction of chains of identities, allows the speaker to build arguments and causal relationships in a way that is beneficial to him” (Frolova, 2013: 288). It is on how much the speech will have a properly constructed argumentation and causation depends on whether the relationship between the speaker and the audience.

It is human nature to be held hostage to a political myth. Scientist PM Lisovsky proposed the following definition of this term. “Political myth is a set of ideas that are not subject to critical reflection and are perceived by individuals at the level of the unconscious” (Lisovskij, 2012: 98).

Each of the leaders of the countries faces a relative bias on the part of the audience. This bias applies both to the person of the politician and to his country. Using the definition of T. Jiri, we understand that “Stereotype – a simplified, preconceived notion does not follow from personal experience; these simplifications in some way affect the perception and understanding of the phenomena of external reality” (Irzhi, 1998: 6). Stereotypes can both help and prevent the speaker from being properly understood.

There are certain contradictions in the language of politics. “The language of politics has contradictory functions. On the one hand, it must be accessible for understanding, in order to perform a propaganda function. On the other hand, political language is intended for a certain group of people, in accordance with historical and socio-psychological reasons” (Vodak, 1997: 24). It is on the basis of how this issue will be resolved that conclusions can be drawn about the quality of the speaker’s skills.

In such large speeches as at the UN, one can see in action all the oratory tactics and strategies of the speakers. The main feature of Donald Trump’s speeches is the call that for every president, the interests and problems of his country should come first.

Trump began his speech at the UN in 2019 by calling on his fellow presidents to pay attention to their countries: *Looking around and all over this large, magnificent planet, the truth is plain to see: If you want freedom, take pride in your country. If you want democracy, hold on to your sovereignty. And if you want peace, love your nation. Wise leaders always put the good of their own people and their own country first* (Trump, 2019).

For a long time now, Iran and its leadership have received the attention of the whole world. This is dictated by the fact that human rights are suppressed in this country and none of the leaders wants to hear their people. That is why Trump stressed that now is the time to change things in favor of the people of Iran: *After four decades of failure, it is time for Iran’s leaders to step forward and to stop threatening other countries, and focus on building up their own country. It is time for Iran’s leaders to finally put the Iranian people first* (Trump, 2019).

Many people want to make the world a better place, but they don’t start with those issues. President Trump has stressed the need to start with yourself and your country: *My fellow leaders, the path to peace and progress, and freedom and justice, and a better world for all humanity, begins at home* (Trump, 2019).

According to Trump, there are a number of issues that will help on the way to overall improvement. If you follow these rules, it will be better for all people: *So to all the leaders here today, join us in the most fulfilling mission a person could have, the most profound contribution anyone can make: Lift up your nations. Cherish your culture. Honor your histories. Treasure your citizens. Make your countries strong, and prosperous, and righteous. Honor the dignity of your people, and nothing will be outside of your reach. When our nations are greater, the future will be brighter, our people will be happier, and our partnerships will be stronger* (Trump, 2019).

During his tenure, Trump was very tough on China politically and economically. He stressed that China’s underestimation had become a big mistake for the United States and the world: *The most important difference in America’s new approach on trade concerns our relationship with China. In 2001, China was admitted to the World Trade Organization. Our leaders then argued that this decision would compel China to liberalize its economy*

and strengthen protections to provide things that were unacceptable to us, and for private property and for the rule of law. **Two decades later, this theory has been tested and proven completely wrong** (Trump, 2019).

Citing evidence of China's insidiousness, Trump said their theft of American technology had led to significant economic losses. He also warned that this situation has happened not only in the United States but also around the world: *As just one example, I recently met the CEO of a terrific American company, Micron Technology, at the White House. Micron produces memory chips used in countless electronics. To advance the Chinese government's five-year economic plan, a company owned by the Chinese state allegedly stole Micron's designs, valued at up to \$8.7 billion. Soon, the Chinese company obtains patents for nearly an identical product, and Micron was banned from selling its own goods in China. But we are seeking justice. The United States lost 60,000 factories after China entered the WTO. This is happening to other countries all over the globe* (Trump, 2019).

Donald Trump exposed China's insidious trick, which allowed them to improve their economic situation by deception. Trump's awareness of this issue shows his smart, knowledgeable and strong leader. This show of strength is designed to maintain the image of a worthy US leader: *The World Trade Organization needs drastic change. The second-largest economy in the world should not be permitted to declare itself a "developing country" in order to game the system at others' expense.* (Trump, 2019).

Another feature of Trump is the conclusion of lucrative agreements. The past of a successful businessman has become the basis for creating a positive economic reputation. This knowledge is used for the benefit not only of US citizens but also for the whole world: *In America, the result was 4.2 million lost manufacturing jobs and \$15 trillion in trade deficits over the last quarter century. The United States is now taking that decisive action to end this grave economic injustice. Our goal is simple: We want balanced trade that is both fair and reciprocal* (Trump, 2019).

Trump cites a number of trade agreements designed to improve economic ties between the United States and many other countries. By doing so, Donald Trump demonstrates that his claims of fair trade are not populism or fabrication. In order to strengthen the demonstration of the profitability and importance of heating contracts, Trump uses epithets with a positive connotation terrific, exceptional, magnificent: *Tomorrow, I will join Prime Minister Abe of Japan to continue our progress in finalizing a terrific new trade deal. As the United Kingdom makes preparations to exit the European Union, I have made clear that we stand ready to complete an exceptional new trade agreement with the UK that will bring tremendous benefits to both of our countries. We are working closely with Prime Minister Boris Johnson on a magnificent new trade deal* (Trump, 2019).

In his report, Trump stressed that under his leadership, all economic policies are aimed at reform and development of all segments of society: *At the center of our vision for national renewal is an ambitious campaign to reform international trade. For decades, the international trading system has been easily exploited by nations acting in very bad faith. As jobs were outsourced, a small handful grew wealthy at the expense of the middle class* (Trump, 2019).

A loud statement was also made about China. Trump said the United States was ready to trade with China, but only on mutually beneficial terms. Donald Trump has assured US citizens and the world that he will personally monitor the honesty and profitability of future economic agreements. This move is designed to show the president's personal attention to such important issues as the country's economy: *The American people are absolutely committed to restoring balance to our relationship with China. Hopefully, we can reach an agreement that would be beneficial for both countries. But as I have made very clear, I will not accept a bad deal for the American people* (Trump, 2019).

During his debut as US President Joe Biden, he noted that the United States will continue to do its utmost to create a level playing field for all: *We will pursue new rules of global trade and economic growth that strive to level the playing field so that it's not artificially tipped in favor of any one country at the expense of others and every nation has a right and the opportunity to compete fairly* (Biden, 2021).

One of the main issues to be addressed is globalism. Trump has supported policies to combat globalism. But the peculiarity of his vision of this issue is that the main enemy is again China: *For years, these abuses were tolerated, ignored, or even encouraged. Globalism exerted a religious pull over past leaders, causing them to ignore their own national interests. But as far as America is concerned, those days are over. To confront these unfair practices, I placed massive tariffs on more than \$500 billion worth of Chinese-made goods. Already, as a result of these tariffs, supply chains are relocating back to America and to other nations, and billions of dollars are being paid to our Treasury* (Trump, 2019).

The issue of international military policy was also raised in accordance with the traditions of speeches for US leaders. One of the main threats to the United States is Iran and its nuclear program. Trump sees Iran as a major threat to world peace and security. For this, the United States, under Trump, has done everything in its power to resolve this issue peacefully: *One of the greatest security threats facing peace-loving nations today is the repressive regime in Iran. The regime's record of death and destruction is well known to us all. Not only is Iran the world's number one state sponsor of terrorism, but Iran's leaders are fueling the tragic wars in both Syria and Yemen. At the same time, the regime is squandering the nation's wealth and future in a fanatical quest for nuclear weapons and the means to deliver them. We must never allow this to happen. To stop Iran's path to nuclear weapons and missiles, I withdrew the United States from the terrible Iran nuclear deal, which has very little time remaining, did not allow inspection of important sites, and did not cover ballistic missiles. Following our withdrawal, we have implemented severe economic sanctions on the country. Hoping to free itself from sanctions, the regime has escalated its violent and unprovoked aggression* (Trump, 2019).

In his speech, Biden paid less attention to Iran and the threat from that country. But he also suggested resolving the issue through diplomacy: *The United States remains committed to preventing Iran from gaining a nuclear*

weapon. We are working with the P5+1 to engage Iran diplomatically and seek a return to the JCPOA. We're prepared to return to full compliance if Iran does the same (Biden, 2021).

During his speech, Donald Trump warned the world against the threat posed by communism and socialism. He demonstrated the threat of these regimes by opposing justice. There was also a clear position that the United States would never be a socialist or communist country: *Events in Venezuela remind us all that socialism and communism are not about justice, they are not about equality, they are not about lifting up the poor, and they are certainly not about the good of the nation. Socialism and communism are about one thing only: power for the ruling class. Today, I repeat a message for the world that I have delivered at home: America will never be a socialist country* (Trump, 2019).

Biden paid close attention to the climate crisis. To pay more attention to this problem, he used the metaphor "code red for humanity" and "point of no return": *This year has also brought widespread death and devastation from the borderless climate crisis. The extreme weather events that we have seen in every part of the world – and you all know it and feel it – represent what the Secretary-General has rightly called "code red for humanity" And the scientists and experts are telling us that we're fast approaching a "point of no return", in the literal sense* (Biden, 2021).

Biden proposed ways to address the climate issue: *And my administration is working closely with our Congress to make critical investments in green infrastructure and electric vehicles that will help us lock in progress at home toward our climate goals* (Biden, 2021).

Considering in his report the issue of resolving the environmental crisis, Biden succeeded in accepting the manipulation. He stressed that solving this problem would be a great opportunity for the whole world: *And the best part is: Making these ambitious investments isn't just good climate policy, it's a chance for each of our countries to invest in ourselves and our own future. It's an enormous opportunity to create good-paying jobs for workers in each of our countries and to spur long-term economic growth that will improve the quality of life for all of our people* (Biden, 2021).

One of the main challenges for Donald Trump as President of the United States was the issue of illegal migration. He urged everyone to hear his words and not try to get to the United States and assured people that he would be a guarantee of law and security on the border with the United States: *The U.S., we have taken very unprecedented action to stop the flow of illegal immigration. To anyone considering crossings of our border illegally, please hear these words: Do not pay the smugglers. Do not pay the coyotes. Do not put yourself in danger. Do not put your children in danger. Because if you make it here, you will not be allowed in; you will be promptly returned home. You will not be released into our country. As long as I am President of the United States, we will enforce our laws and protect our borders* (Trump, 2019).

The creation of the UN is designed to prevent wars and any armed conflict. Trump has made it clear that the United States wants peace and mutual development: *Many of America's closest friends today were once our gravest foes. The United States has never believed in permanent enemies. We want partners, not adversaries. America knows that while anyone can make war, only the most courageous can choose peace* (Trump, 2019).

In 2021, Joe Biden announced the beginning of a new era. He stressed the fact that during his speech, for the first time in 20 years, the United States is not at war: *I stand here today, for the first time in 20 years, with the United States not at war.* We've turned the page (Trump, 2019).

Despite the fact that the speech at the UN should call on everyone to peace, the US president also mentioned his military achievements. Trump gave clear figures for the money spent on improving the US military and expressed hope that these weapons will never be used for their intended purpose: *I have the immense privilege of addressing you today as the elected leader of a nation that prizes liberty, independence, and self-government above all. The United States, after having spent over two and a half trillion dollars since my election to completely rebuild our great military, is also, by far, the world's most powerful nation. Hopefully, it will never have to use this power* (Trump, 2019).

Speaking about the US armed forces, Biden stressed that they should be used as a last resort and not become a force for solving problems in the world: *U.S. military power must be our tool of last resort, not our first, and it should not be used as an answer to every problem we see around the world* (Biden, 2021).

During his speech, Trump mentioned the Cold War. These historical references are designed to make people remember that period of time TV did not repeat mistakes: *Seven decades of history have passed through this hall, in all of their richness and drama. Where I stand, the world has heard from presidents and premiers at the height of the Cold War. We have seen the foundation of nations. We have seen the ringleaders of revolution. We have beheld saints who inspired us with hope, rebels who stirred us with passion, and heroes who emboldened us with courage – all here to share plans, proposals, visions, and ideas on the world's biggest stage* (Trump, 2019).

Biden also did not stay away from this issue and recalled the Cold War. Based on memories of that difficult time, he assured the world that the United States did not want a repeat of something like this: *We'll stand up for our allies and our friends and oppose attempts by stronger countries to dominate weaker ones, whether through changes to territory by force, economic coercion, technological exploitation or disinformation. But we're not seeking – I'll say it again – we are not seeking a new Cold War or a world divided into rigid blocs* (Biden, 2021).

Speaking about the problem of non-traditional attitudes, Trump told them to support the United States: *As we defend American values, we affirm the right of all people to live in dignity. For this reason, my administration is working with other nations to stop criminalizing of homosexuality, and we stand in solidarity with LGBTQ people who live in countries that punish, jail, or execute individuals based upon sexual orientation* (Trump, 2019).

Biden called on everyone to protect LGBT individuals, no matter where they are: ***We all must defend the rights of LGBTQI individuals so they can live and love openly without fear, whether it's Chechnya or Cameroon or anywhere*** (Biden, 2021).

A good speaker's speech should take place without any reservations, but this is not always the case. During his speech, Donald Trump said the wrong word. Instead of entities he said entities: *There is no circumstance under which the United States will allow international **entries (entities)** to trample on the rights of our citizens, including the right to self-defense* (Trump, 2019).

Joe Biden was no exception and made a mistake in his report. It was correct to say United Nations but he spoke the United States: *We sometimes forget. A belief in the universal rights of all people. It's stamped in the DNA as a nation. And critically, it's stamped into the DNA of this institution – **the United States (Nations)**. We sometimes forget* (Biden).

After analyzing the speeches of Donald Trump and Joe Biden at the UN General Assembly, we came to the conclusion that both US presidents adhere to all the necessary requirements of the protocol. Both leaders focus their attention on foreign and domestic policy issues. However, Donald Trump and Joe Biden have certain differences in fleshing out the issues of external competitors and who they see as a threat. Donald Trump paid great attention to China as an economic competitor and, using tactics of threat and warning, declared his readiness to compete honestly. Among the countries posing a threat, Trump mentioned Iran and North Korea. According to him, it is necessary to pay special attention to the relations between Iran and Israel and also called on North Korea to abandon its nuclear program. Joe Biden never mentioned China in his speech, and little time was devoted to the issue of Iran and South Korea.

The main line of Joe Biden's speech was the issue of ecology and the problems caused by COVID-19. Trump did not touch on these environmental issues, and there were no problems with COVID-19 in the world.

A characteristic black speech by Donald Trump was a call to all presidents to first of all reckon with the interests of their state and their citizens. The United States adhered to this principle during the presidency of Donald Trump.

Another feature of Trump's speech was the great attention to the dangers of socialism and capitalism for all countries in the world. This issue was ignored in Joe Biden's speech.

Donald Trump and Joe Biden in their speeches paid attention to the problem of terrorism. But Donald Trump paid more attention to this issue.

Both US presidents failed to avoid reservations in their speeches, and they were admitted nevertheless. The mistakes made did not fundamentally affect the content of the speech.

Conclusions: After analyzing the speeches of Donald Trump and Joe Biden at the UN General Assembly, we can say that their reports are in many ways similar. Both reports are logically structured, both presidents pay attention to foreign policy issues, economic issues and the struggle of peoples for their freedom. However, different is the fact how much these aspects are disclosed.

After analyzing these speeches, we came to the conclusion of the validity of the opinion that political discourse is used to manipulate people to impose their position on them on certain issues.

We see further prospects for our research in the compilation of language portraits of Joe Biden and Donald Trump.

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